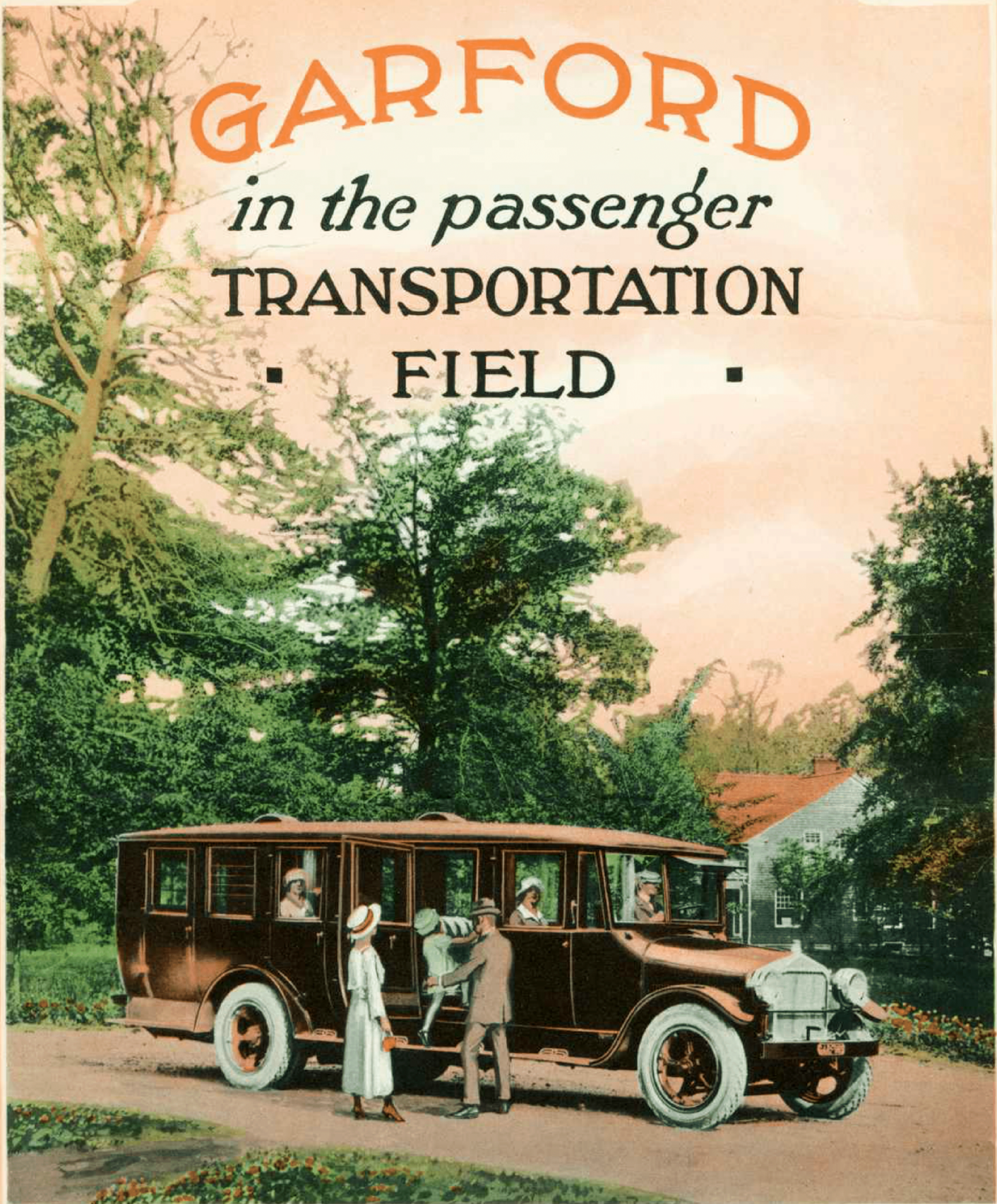


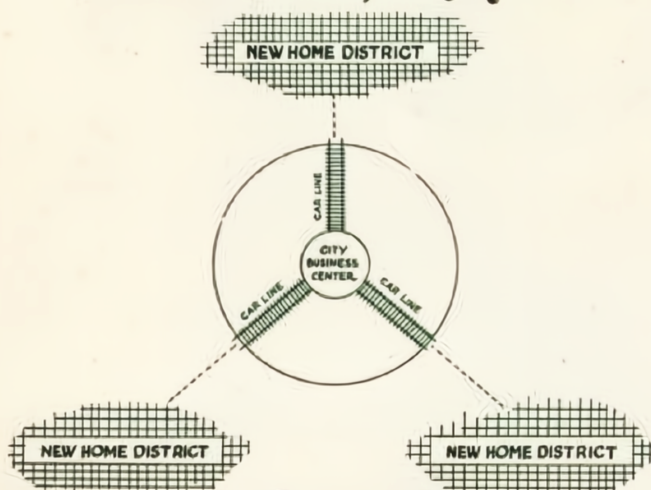


GARFORD

in the passenger
TRANSPORTATION
▪ **FIELD** ▪



Supplementary Coach transportation



*Serves the newly de-
veloped Home Districts*

Supplementary Coach Transportation

Who shall say just when the newly developed home districts around the city will provide sufficient revenue to warrant grading, track-laying and the maintenance of trolley or steam road equipment?

This problem—now a vital one for the street and interurban railway companies—can be solved only by the modern motor coach.

Profitable operation of street railway lines presupposes a single system of transportation service. Costs of installation and maintenance prohibit competing car lines on identical streets.

It is, then, to the interest of every passenger transportation company to unify its service by a control of traffic in new home districts even before those districts warrant the laying of rails, the maintenance of overhead, or the adoption of fixed rail transportation schedules.

What, then, is the answer? The new districts will have service. Up to the point where a rail line can be maintained the service is and will be handled by motor coach. It offers a profitable business opportunity for the independent coach line operator. It is proving to be the plus sign on many a street railway balance sheet. As a feeder, as a developer of business and an answer to competition, it meets the need of the market. Whatever the requirements, there is a GARFORD Coach suited to the need—an efficient, dependable, comfortable coach.



Are You Taking Care of Boomville?

Today a waste tract of land—in a few weeks a huge factory—employing thousands—this is the speed of American Industry.

Around each new industrial development is a new Boomville—a mushroom city maybe five miles from downtown.

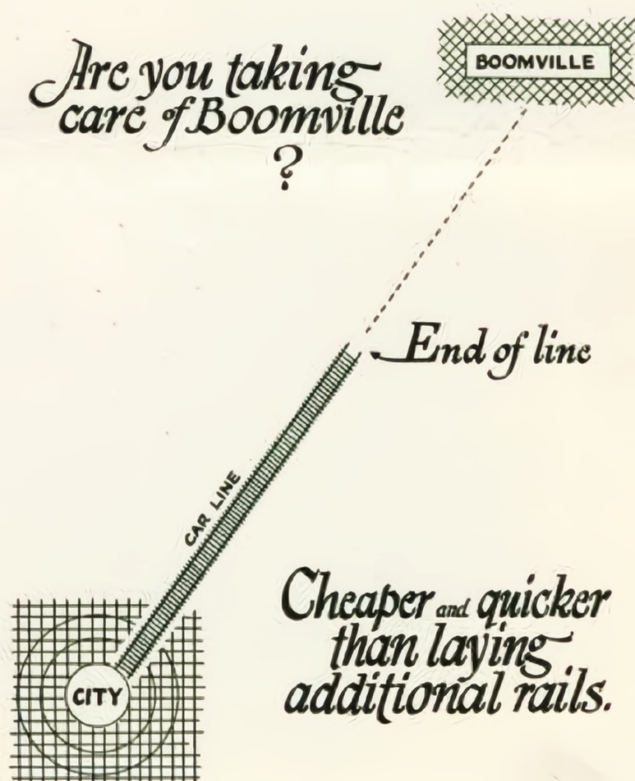
How long will it last? How fast will it grow? How big will it come to be?

These are questions every keen transportation executive asks, for the answer is also the answer to successful management of his business.

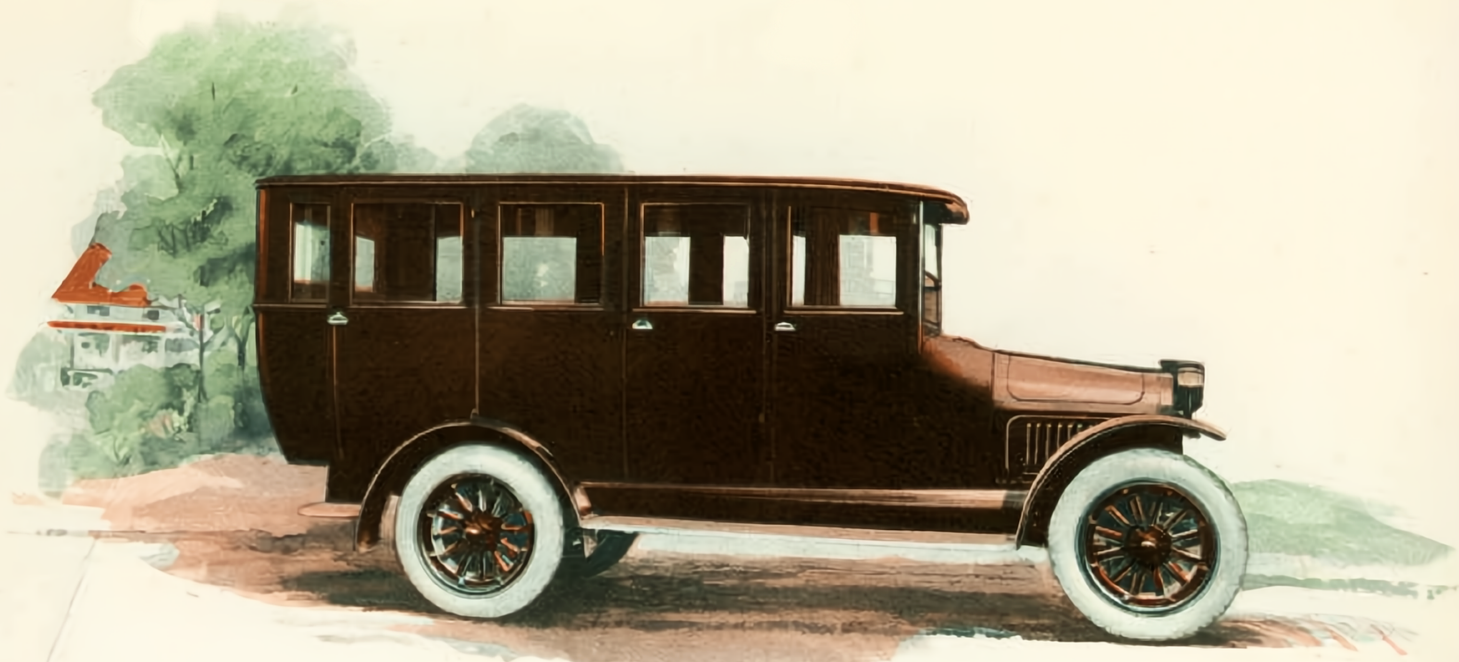
And since there seems to be no prophet keen enough to answer these questions accurately one must either speculate heavily in new track-age and equipment with a heavy loss for some time or analyze the situation and get a definite answer with motor coach service—a service so flexible that its schedules and operating expense can be patterned to the requirements—a service that can be altered daily if need be and a service with a first cost in keeping with the revenue from the start.

Motor Coach Service as exemplified by the Garford Coaches can be matched accurately to the developing needs—a Garford operated efficiently helps Boomville to form its transportation habits with favorable and profitable results to the operator.

*Are you taking
care of Boomville
?*



*Cheaper and quicker
than laying
additional rails.*



Garford Model 15 Type "N" Sedan

HERE is a moderately priced, fifteen passenger Sedan—Roomy, Comfortable and Dependable for inter-city passenger traffic.

An excellent seating arrangement—a choice of finish and upholstery with a reinforced, rattle-proof body on a particularly sturdy chassis have resulted in a wide sale of this particular coach.

Ask for the specifications of Model 15 Type "N" Sedan if you are looking for a job specially designed to carry about fifteen passengers over long distances with comfort, in good time, at a profit.

GARFORD Type "K" is a sixteen passenger Pay-Enter coach with seating arrangement either lengthwise or crosswise as preferred.

While this coach was designed especially for street railway transfer work between lines, and for extension or feeder work, many Type "K" coaches are also operated profitably on independent city and suburban routes.

Our division of passenger transportation will gladly help you to analyze your problems, and will send specifications on request.



Garford Model 15 Type "K" Pay-Enter



Garford Model 51 DeLuxe Coach built with the Accommodation Aisle

THE Pullman of the Highway—stream-line design of great beauty with every convenience for luxurious travel.

The separate smoking and luggage compartments, finest leather cushions, unique and efficient lighting equipment, accommodation center aisle and similar refinements throughout, combine to mark this a really worthwhile advance in coach craftsmanship.

The wide tread chassis with its unusually

low center of gravity eliminates side-sway and skidding, making high speed country travel safe and sane.

This beautiful body is mounted on a chassis of such sound and sturdy construction even to the smallest detail, that owners operate these coaches on scheduled time over long, hard interurban routes and at a profit.

Let our Special Transportation Department acquaint you with the specifications and show you this Pullman of the highway.



These interior views give some idea of the comfort and convenience provided for passengers by the Garford 51 DeLuxe Coach.

Upper left-Interior view looking forward. Upper right-Interior view looking toward rear. Lower-Spacious luggage Compartment.



Garford Model 51 Pay-Enter Coach

THE ideal coach for short haul city work, also having a splendid record in many other kinds of passenger travel.

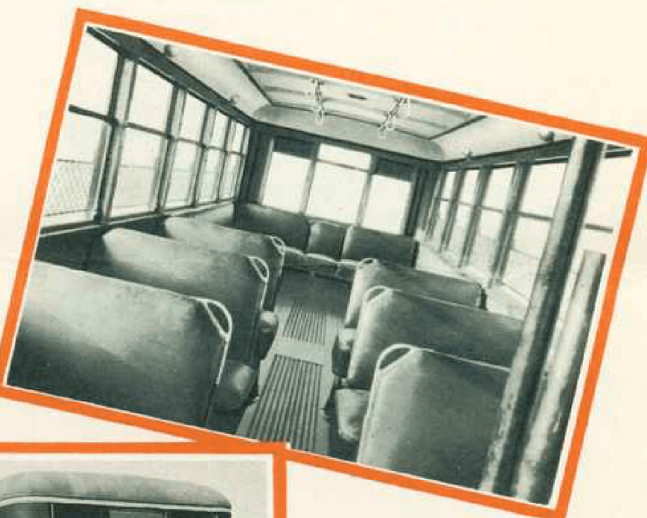
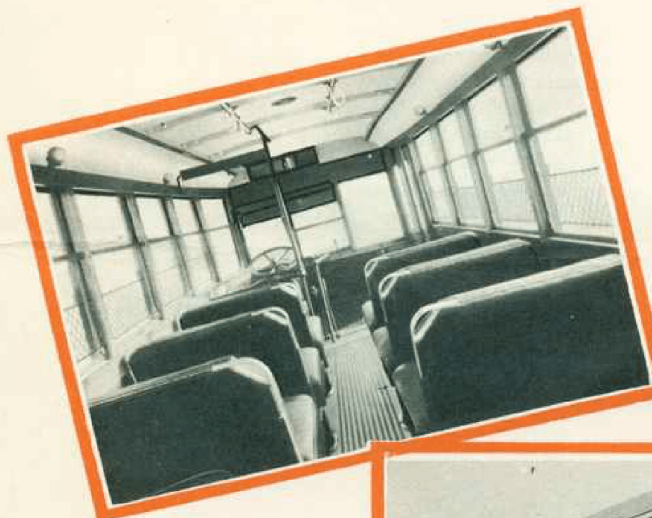
In this Garford Model 51 Pay-Enter Coach everything is made easy for the driver in his double job of driving and handling passengers.

This coach may be had to seat twenty-four to twenty-nine passengers. The step is low, the seats comfortable

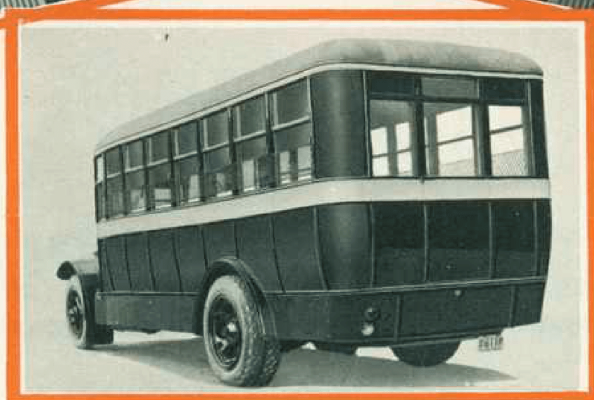
and the riding qualities unsurpassed.

It has made a splendid record as a practical carrier for volume business and has features worth investigating by those who want an economical and practical coach, for continuous hard, heavy use.

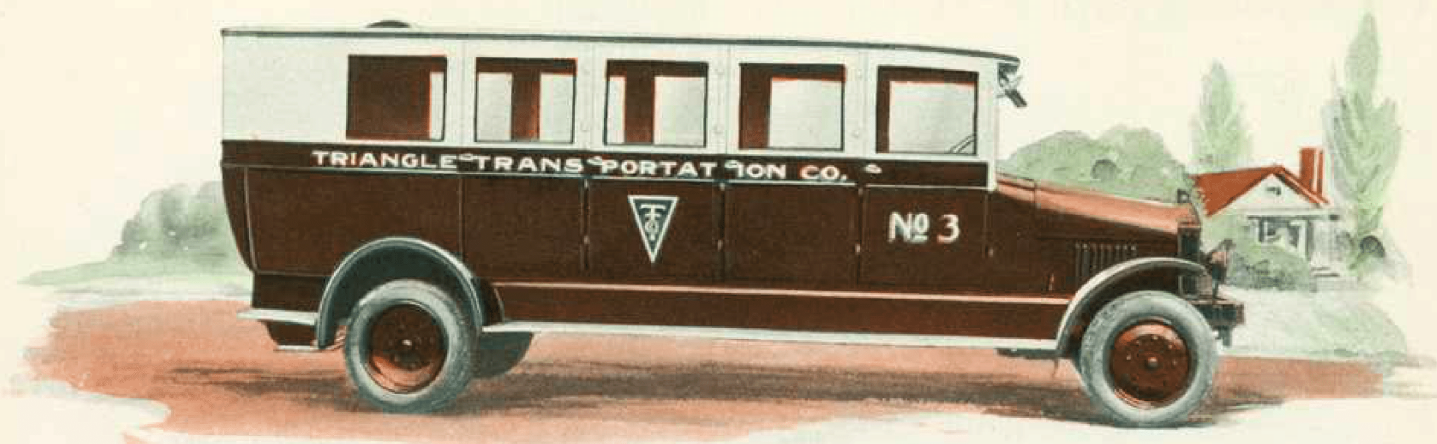
Why not check up the specifications with our Special Transportation Department? Combine their experience with yours to get the equipment that will most profitably serve your business.



These interior views showing broad aisle good seating arrangement illustrate how well this Garford 51 Pay Enter Bus suits its purpose.



Upper left-Interior view looking forward. Upper right-Interior view looking toward rear. Lower-Rear view.



Garford Model 726 Type "R" Sedan

HERE is a unit widely used for long distance inter-city travel, where speed, comfort and reliability of schedule are essential.

This particular type of Garford appeals most strongly to operators having lines in widely separated territories of diversified conditions.

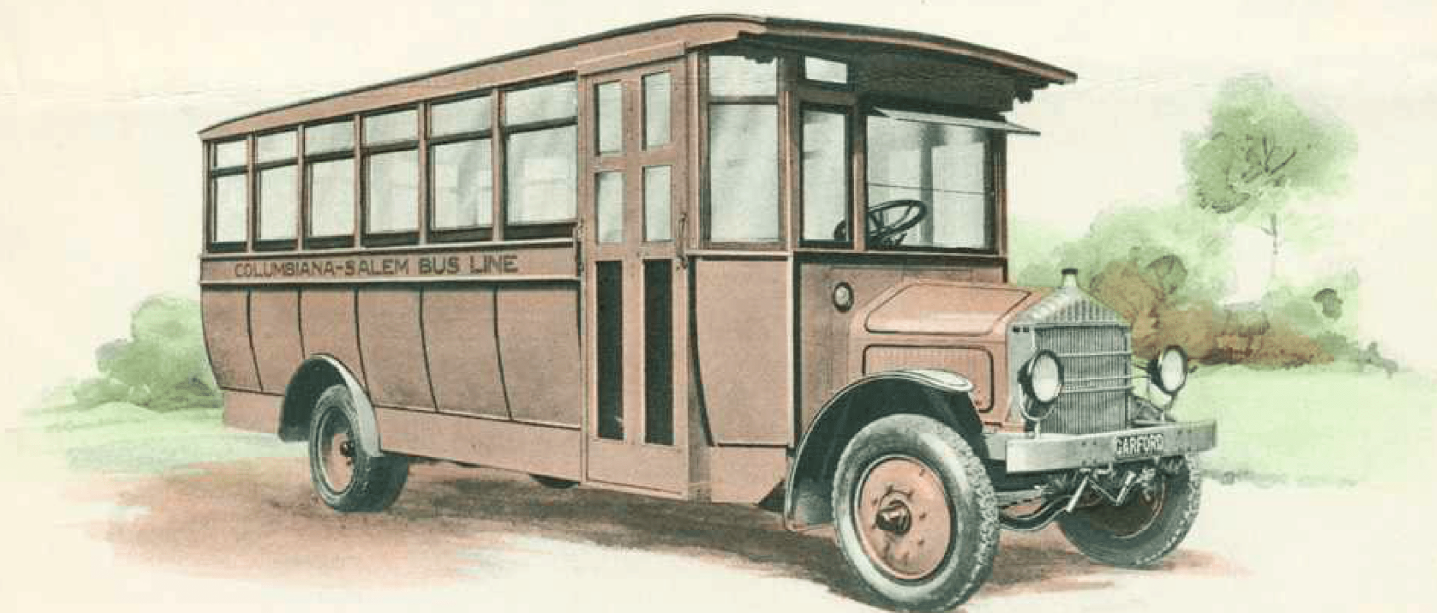
Body and roof construction, as well as doors, windows, heaters and seats, have been engineered into the Type "R" Sedan to provide the utmost in comfort and convenience for its eighteen passengers.

MODEL 726 Type "Q" Pay-Enter coach has proved a money-maker, for it has carried volume traffic over a long period of time at a remarkably low operating cost.

The driver handles the coach and its 25 passengers with ease—and rapidly.

Investigate the soundness of the construction of this coach—satisfy yourself on how dependable it is and how profitable its operation can be.

Consult our passenger transportation department and let them show you the Garford that meets your requirements.



Garford Model 726 Type "Q" Pay-Enter

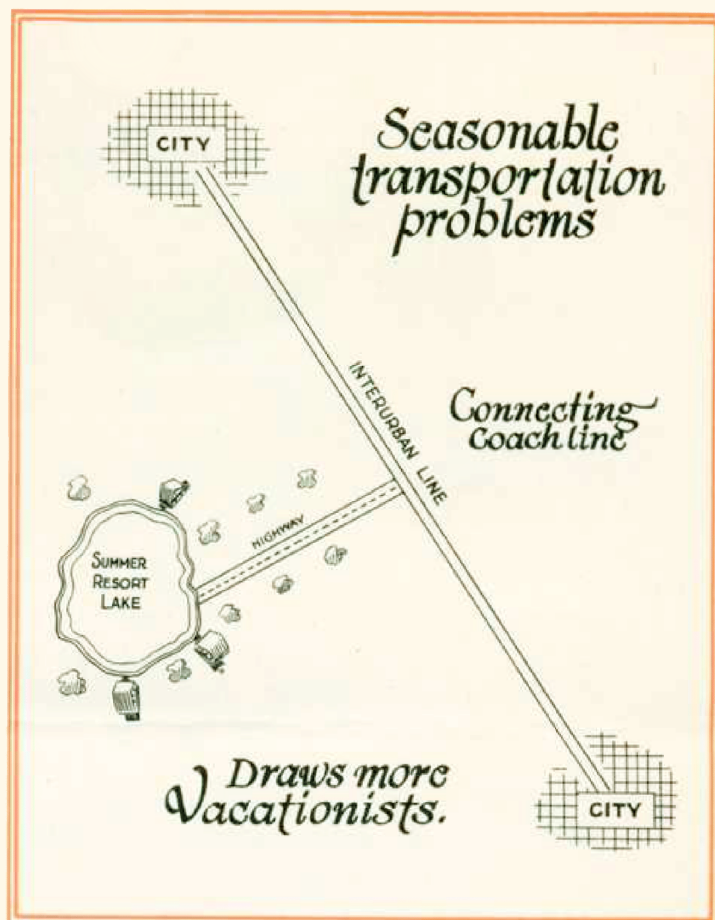
Seasonable Coach Transportation

There is money to be made by providing transportation to the Inland Lakes and rivers and so many of them lie just a few miles off the car lines.

Such situations provide a money making opportunity for either independent operators or for the rail transportation companies by motor coach transfer.

And the fares are through fares from city to resort, building much patronage that would not otherwise exist—making it possible for the city man to make such trips every night and morning instead of only during the week end rush.

Garford motor coaches are made in a wide range of types and capacities to meet varying needs. Such a wide range of coach equipment would not have been possible a year or two ago. Now, with the rapid rise of coach transportation Garford is prepared with unexcelled equipment. As a matter of fact, Garford has done much pioneering in coach work and is able to offer the most advanced types and the widest range of fine coaches on the market today.



Transportation Where the Rails End

Asked why he rode from one sizeable city to another by motor coach a seasoned traveler said, "There are two steam trains a day at hours inconvenient to me. One electric route is sixty miles farther with three separate tickets to buy. Another electric route leaves a gap of twenty miles. I take the bus all the way but would use a combination of electric and bus if I could buy a through ticket and make connections."

This is an electric railway problem rapidly reaching its solution with motor coaches to bridge the gap—right on the timetable and ready when one car pulls in to make connections with the other car.

Building new transportation habits means building steady patronage for either rail or privately operated coaches. Once a route habit is formed it usually lasts a long time.

Those who know Garford coaches with their safety, convenience and comfort are quick to realize and appreciate the improved service they render.



Motor Coach Service Increases Revenue

The time has passed when transportation executives say—"I wonder if Motor Coaches can be used in our business."



51 DeLuxe

The last vestige of doubt as to the possible profits from coach operation have been swept away in the past two years by test operations and cold, calm, practical analysis—the matching of costs and revenues.

The business of motor coach operation has grown by leaps and bounds. New and profitable lines spread fanlike from every rail terminal. Gaps between terminals have been bridged by coach connections in sparse territories where rail equipment could not pay. Stub line service has been extended over-night.

Motor Coach operation has come to be the transportation necessity of the age—and rightly so.

Flexibility Keeps Costs in Line With Revenue

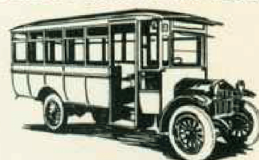
Until the advent of the modern Motor Coach, there was no sound basis for determining the profit to be had from new lines. Extensions were a wild, wild gamble. There was no way to find potential transportation income of new territory except to invest heavily in surveys, right-of-way, trackage and overhead equipment. As a matter of fact if



Type "R" Sedan

motor coaches served no other purpose than to find the possibilities of new markets they would justify the skill and capital which has gone into coach development.

Take a service so flexible that it can be altered overnight, with equipment which is practically liquid capital and you have the greatest asset of the modern transportation system.

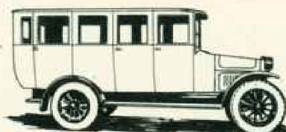


Type "K" Pay-Enter

It is, therefore, a satisfaction to The Garford Motor Truck Company to have been identified with coach development in such a big way from the start.

A Passenger Transportation Department at the Service of Coach Operators

In keeping with the Garford standing in the coach field, it is but natural that we should be as ready to supply in-



Type "N" Sedan

formation as to sell coaches. Garford success in the coach line has come from anticipating the needs of the field as well as from supplying standardized units for established systems. Garford has no need to sell a coach

that does not meet the users exact requirements as its line includes a coach for every purpose. A realization of the widely varying needs has been the basis of the Garford line. Both the transportation companies and the independent line operators will find our passenger transportation department useful, well-grounded and always ready for sincere and competent service. Your problems are ours. Permit us to work with you.



Type "Q" Pay-Enter

The Garford Motor Truck Company, Lima, Ohio
Manufacturers of Motor Trucks and Motor Coaches

GARFORD

DEPENDABLE TRANSPORTATION